

WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

# Contract # 1372259

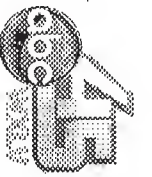
Schedule Dates	09/18/12-09/27/12	Date Entered	09/13/12
Advertiser	American Crossroads (41509)	Last Modified	09/13/12
Agency	Crossroads Media-Alexandria (2097)	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE SUPER PAC (ns) (1386)	CO-OP	No
Brand	AMERICAN CROSSROADS (325849)	Headline #	ECR09818463
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35--R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Marion, Stephanie	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/691	Commission	\$827.25
Account Types	National/Political Candidate Agency BRD	Net Total	\$4,687.75
Billing Type	Weekly/Irregular	Sales Tax	
Comments	American Crossroads JONATHAN VITTI		

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	22	\$5,515.00
Grand Total:	22	\$5,515.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/18/12-09/18/12	1	:30	12P-1P (EST)			1						1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
2.0	Normal Line / SPOT (2)	09/19/12-09/19/12	1	:30	12P-1P (EST)				1					1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
3.0	Normal Line / SPOT (3)	09/20/12-09/20/12	1	:30	12P-1P (EST)					1				1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
4.0	Normal Line / SPOT (4)	09/21/12-09/21/12	1	:30	12P-1P (EST)						1			1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
5.0	Normal Line / SPOT (5)	09/24/12-09/24/12	1	:30	12P-1P (EST)		1							1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
6.0	Normal Line / SPOT (6)	09/25/12-09/25/12	1	:30	12P-1P (EST)			1						1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
7.0	Normal Line / SPOT (7)	09/26/12-09/26/12	1	:30	12P-1P (EST)				1					1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
8.0	Normal Line / SPOT (8)	09/27/12-09/27/12	1	:30	12P-1P (EST)					1				1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
9.0	Normal Line / News (9)	09/18/12-09/18/12	1	:30	6:30P-ABC-World News Monday-Friday			1						1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
10.0	Normal Line / News (10)	09/19/12-09/19/12	1	:30	6:30P-ABC-World News Monday-Friday				1					1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
11.0	Normal Line / News (11)	09/21/12-09/21/12	1	:30	6:30P-ABC-World News Monday-Friday					1				1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
12.0	Normal Line / News (12)	09/24/12-09/24/12	1	:30	6:30P-ABC-World News Monday-Friday		1							1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

# Contract # 1372259

**Schedule Dates** 09/18/12-09/27/12  
**Advertiser** American Crossroads (41509)  
**Agency** Crossroads Media-Alexandria (2097)  
**Product** POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
**Brand** AMERICAN CROSSROADS (325849)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Maron, Stephanie  
**Phone/Fax** /  
**CPE** 11/27/691  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** American Crossroads  
JONATHAN VITTI

**Date Entered** 09/13/12  
**Last Modified** 09/13/12  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR09818463  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$827.25  
**Net Total** \$4,687.75  
**Sales Tax**

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep 2012	22	\$5,515.00
<b>Grand Total:</b>	<b>22</b>	<b>\$5,515.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (13)	09/26/12-09/26/12	1	:30	6:30P-ABC-World News Monday-Friday	1								1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
14.0	Normal Line / SPOT (14)	09/18/12-09/18/12	1	:30	7P-7:57P (EST)	1		1						1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
15.0	Normal Line / SPOT (15)	09/19/12-09/19/12	1	:30	7P-7:57P (EST)	1			1					1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
16.0	Normal Line / SPOT (16)	09/20/12-09/20/12	1	:30	7P-7:57P (EST)	1				1				1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
17.0	Normal Line / SPOT (17)	09/21/12-09/21/12	1	:30	7P-7:57P (EST)	1					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
18.0	Normal Line / SPOT (18)	09/24/12-09/24/12	1	:30	7P-7:57P (EST)	1						1		1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
19.0	Normal Line / SPOT (19)	09/25/12-09/25/12	1	:30	7P-7:57P (EST)	1							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
20.0	Normal Line / SPOT (20)	09/26/12-09/26/12	1	:30	7P-7:57P (EST)	1							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
21.0	Normal Line / SPOT (21)	09/27/12-09/27/12	1	:30	7P-7:57P (EST)	1							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
22.0	Normal Line / SPOT (22)	09/23/12-09/23/12	1	:30	10:58-40A-ABC-This Week	1							1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	9/13/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Mark B. Green</i>	<i>9/13/12</i>	

Rep Order# 9818463 Ver# 1 Status New  
EC'd Yes

Traffic Order# 137245A  
Printed: 09/13/2012 11:54 AM  
Last Received: 09/13/2012 11:53 AM  
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 691  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/691  
Flight Dates 09/18/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU	09/18-09/18	12P-1P	MILLIONAIRE	.30	\$130.00	1 90	1	1	\$130.00
2	W	09/19-09/19	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
3	TH	09/20-09/20	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
4	F	09/21-09/21	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
5	M	09/24-09/24	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
6	TU	09/25-09/25	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
7	W	09/26-09/26	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
8	TH	09/27-09/27	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
9	TU	09/18-09/18	630P-7P	ABC WORLD NEWS	.30	\$235.00	1 245	1	1	\$235.00
10	W	09/19-09/19	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
11	F	09/21-09/21	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
12	M	09/24-09/24	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
13	W	09/26-09/26	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00

Station WXLV-TV GREENSBORO/W.SALEM    Agency ( ) CROSSROADS MEDIA LLC    Rep Firm ( ) WASHINGTON  
 Advertiser ( ) POLITICAL ISSUE GROU    66 CANAL CENTER PLAZA, SUITE 555    Sales Office ( ) JONATHAN VITTI  
 Product American Crossroads    ALEXANDRIA, VA 22314    Salesperson ( )  
 Estimate# 691    Agency C/P1/P2/E 11/27/691  
 Buyer Stephanie Maroney    Flight Dates 09/18/2012 - 09/27/2012    Salesperson Phone# 202-955-5342  
 Phone#    Hiatus Weeks    Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	TU	09/18-09/18	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
15	W	09/19-09/19	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
16	TH	09/20-09/20	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
17	F	09/21-09/21	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
18	M	09/24-09/24	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
19	TU	09/25-09/25	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
20	W	09/26-09/26	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
21	TH	09/27-09/27	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
22	SU	09/23-09/23	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00

---REPORT TOTALS---  
 Report Totals. 22 / \$5,515.00

---SALES MONTHLY TOTALS---  
 Sep 12. 22 / \$5,515.00  
 Sales Totals. 22 / \$5,515.00  
 Station Totals. 22 / \$5,515.00  
 Lines not sent/rcld/rtrm. 0 / \$0.00  
 ---COMPETITIVE---

Market Totals \$68,938    CABL 0%    UNKN 0%    WEFX 0%    WCMG 0%    WPMY 34%  
 WGHF 21%    WMIV 0%    WUPN 0%    WXTI 37%    WXLV 8%

Rep Order# 9818463 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/13/2012 11:54 AM  
Last Received: 09/13/2012 11:53 AM  
Showing Buylines: All Lines

3 of 3

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 691  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/691  
Flight Dates 09/18/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

Books null  
Demos RA35+